



DED Entrepreneurial/Small Business Value Stream Mapping Event

The “E” Team
October 25-29, 2010

The Opportunity

Teresa Hay McMahon

The “E” Team

Mark Reinig



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State of Iowa
Continuous Improvement

The “E” Team Members

- **Jim Heckmann, Small Business Development Centers**
- **Joseph Folsom, Small Business Admin**
- **Amy Kuhlers, Reg. Business Ctr/MyEntre.Net**
- **Debra Carr, Iowans for Social and Economic Dev.**
- **Mark Edelman, Community Vitality Ctr.**
- **Craig Downs, Iowa MicroLoan**
- **John LaMarche, VentureNet Iowa**
- **Jenny Condon, VentureNet Iowa**
- **Sandy Ehrig, Renew Rural Iowa/IA Farm Bureau**
- **Jason White, Professional Developers of Iowa**
- **Mark Reinig, Center for Industrial Research & Service**
- **Curt Nelson, Entrepreneurial Development Ctr.**
- **Jane Burroughs, Entrepreneurial Development Ctr.**
- **Dan Anderson, Iowa Area Development Group**



The “E” Team Members

- **Jamie Zanos, John Pappajohn Center**
- **Mark Olchesfke, John Pappajohn Center**
- **Shannon Chase, U.S. Dept. of Agriculture**
- **Randy Frescoln, U.S. Dept. of Agriculture**
- **Lori Young , IDED**
- **Christine Cavil , IDED**
- **Doug Lewis , IDED**
- **Jan Loyson , IDED**
- **Kathy Hill , IDED**
- **Jim Thompson , IDED**
- **Sherry Timmins, IDED**
- **Facilitator-Mike Rohlf, IDED**



Scope

Kathy Hill

To enhance a statewide entrepreneurial support system, this event will use value stream mapping to improve the visibility, access and delivery of appropriate small business resources, from when the client identifies a need for services to when the services are identified and provided.

Objectives

Lori Young

1. Improve resource providers' understanding of one another
2. Identify core competencies of providers
3. Identify gaps, overlaps and barriers to client access of provider services
4. Improve collaboration and how small business clients access our collective resources
5. Document opportunities for improving client success
6. Create an action plan with a list of recommended improvements



Why Map the Value Stream?

Amy Kuhlers

- Value Stream Mapping is a method that assists a team in seeing and understanding the flow of both documents and information
- It delivers breakthrough opportunities across system processes that otherwise are difficult to see
- It helps you not only see waste and gaps, but more importantly the source of the waste

Value Streams

Dan Anderson



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What did we see in the map?

Doug Lewis

- Resource rich environment for entrepreneurs
- Not serving communities uniformly
- Many referrals to other service providers
- Gaps in mentorship
- There is a lack of visibility (all access points are not visible to all entrepreneurs)
- We have barriers in language, location, culture and use of the internet

Brainstorming

Mark Edelman

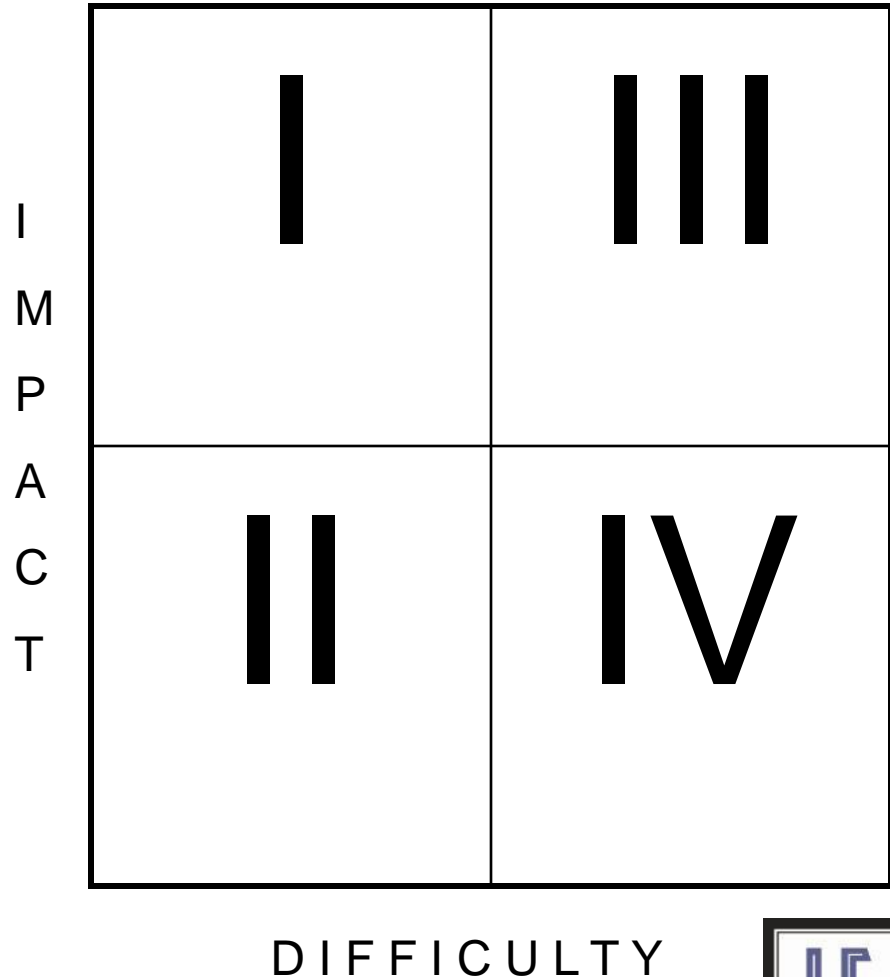
1. Create an association of service providers
2. K-20 Entrepreneurial curriculum
3. Hold a Legislative breakfast (2/17/11)
4. Create a Legislative guide
5. Financial and Technical Assistance roadmap
6. Create a one page quick referral guide
7. Hotline for entrepreneurs



De-selection Process

Jim Thompson

- Identifies
 - Impact to customer
 - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation



Action Plan

Sandy Ehrig

Item	Item Description	Person Responsible	Due Date
1	Creating the association a. Expand membership (invitees) b. Meet quarterly c. Staffing-identify funding? Evaluate the PDI model d. ½ day training before SMART conference	Sandy, Mark, Mark b. Sandy c. Sandy/Jim H. d. Christine C.	a. 12/10 and ongoing b. 12/10 and ongoing c. 7/11 d. 5/11
2	Legislative Breakfast "Creating and growing small business"	Kathy	2/17/11 from 7-9
3	Talking points (develop 1 voice Marketing piece	Debra C	1/11
4	Success stories/business	Doug	1/11
5	Distribute "owners manual" electronic	Kathy	2/11
6	Create social network for service provider (facebook, linkdIn, MyEntrenet)	Amy	1/11



Action Plan

7	State wide delivery-culture change (collaborative)	All	10/28 and ongoing
8	\$ Task Force(matching and leveraging funds) 1. Identify RLF (revolving loan fund) 2. Explore HART/VAAST alternatives (Housing Assistance Review Team/Value Added Agriculture Support Team)	Mark E.	1/11
9	Design the Train the Trainer Workshop Grant writing	Sandy	5/11
10	Train the Trainer Workshop Partner training	Sandy	5/11
11	Train the Trainer Workshop Handoff-referral	Sandy	5/11
12	Train the Trainer Workshop 3 rd party Outreach Strategy	Sandy	5/11
13	Point of Access 800# /website	Amy/Doug/Sherry	1/11
14	Point of Access Common needs survey	Jim H./Amy?	1/11
15	Iowa Small Business Guide 1. Understand what IDED's portal will provide in scope (what's underway now) 2. Validate IDED'S portal using real business owners (like ABO & others)-information useful, user friendly 3. Provide IDED Broad description/format of services from service providers (form to use for this) a. Validate with each service provider 4. Provide IDED feedback (recommend that IDED create a matrix/structure of programs and services 5. Branding/marketing of portal-how-"icon/link" from all service provider assoc. communities, chambers, bank, et. 6. Develop a maintenance plan-assure mechanism for continual "freshness" of content & matrix-evergreen-must be accurate 7. Make info available in multiple formats (digital & print) a. A cheat sheet is one manifestation	1. Sherry 2. John/Sherry 3. Sherry 4. Lori 5. Jan/Jenny 6. Christine/Sherry/Doug 7. Doug	1. 11/15/10 2. 11/15/10 3. 12/5/10 4. 12/30/10 5. 12/30/10 6. 12/30/10 7. 11/5/10



Team Member Experience

Debra Carr

Mark Reinig

Sherry Timmins

Comments

Mike Rohlf-IDED

**We welcome your
questions and comments!**

